

Rep Order# 6816899 Ver# 1 Mod# 0 Status Confirmed  
EC'd No

Traffic Order# 770856

Printed: 05/18/2012 6:10 PM

1 of 2

Last Received: 05/18/2012 12:02 PM

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS-B  
Estimate# 581  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/581  
Flight Dates 05/30/2012 - 06/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC-\*

| LT  | Ln  | Day | Time      | Program         | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-----------|-----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---       | -----           | --- | ---      | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 1   | TH  | 10A-11A   | MAURY POVICH    | :60 | \$100.00 | 05/31-05/31 | 1          | 1          | 1           | \$100.00   |         |
|     | 2   | F   | 10A-11A   | MAURY POVICH    | :60 | \$100.00 | 06/01-06/01 | 1          | 1          | 1           | \$100.00   |         |
|     | 3   | W   | 3P-4P     | PEOPLE'S COURT  | :60 | \$100.00 | 05/30-05/30 | 1          | 1          | 1           | \$100.00   |         |
|     | 4   | F   | 3P-4P     | PEOPLE'S COURT  | :60 | \$100.00 | 06/01-06/01 | 1          | 1          | 1           | \$100.00   |         |
|     | 5   | TU  | 3P-4P     | PEOPLE'S COURT  | :60 | \$100.00 | 06/05-06/05 | 1          | 1          | 1           | \$100.00   |         |
|     | 6   | F   | 10P-11P   | FOX NEWS AT 10< | :60 | \$350.00 | 06/01-06/01 | 1          | 1          | 1           | \$350.00   |         |
|     | 7   | M   | 10P-11P   | FOX-NEWS AT 10< | :60 | \$350.00 | 06/04-06/04 | 1          | 1          | 1           | \$350.00   |         |
|     | 8   | W   | 11P-1130P | SEINFELD<       | :60 | \$120.00 | 05/30-05/30 | 1          | 1          | 1           | \$120.00   |         |
|     | 9   | F   | 11P-1130P | SEINFELD<       | :60 | \$120.00 | 06/01-06/01 | 1          | 1          | 1           | \$120.00   |         |
|     | 10  | TU  | 11P-1130P | SEINFELD<       | :60 | \$120.00 | 06/05-06/05 | 1          | 1          | 1           | \$120.00   |         |

--REPORT TOTALS--

Report Totals: 10 / \$1,560.00

--SALES MONTHLY TOTALS--

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Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Jun 12: 10 / \$1,560.00

Sales Totals: 10 / \$1,560.00

Station Totals: 10 / \$1,560.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |      |    |      |    |      |    |      |     |      |     |
|---------------|----------|------|----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$26,000 | CATV | 0% | WNCT | 0% | WNWO | 8% | WTOL | 53% | WTVG | 33% |
|               |          | WUPW | 8% |      |    |      |    |      |     |      |     |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENCV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE